

ELECTRONIC COMMERCE SYSTEMS FOR PROVIDING
COMMERCIAL INFORMATION VIA A GLOBAL COMMUNICATIONS NETWORK
AND METHODS OF OPERATING THE SAME

ABSTRACT OF THE DISCLOSURE

5 Introduced are electronic commerce systems for monitoring
communication of information by a company node to constituency
nodes and analyzing constituency understanding and reaction to
such information communication, as well as methods of operating
the same. According to an exemplary embodiment, the electronic
10 commerce system, which is for use over a global communications
network having both company nodes and constituency nodes,
comprises a data repository and a communications controller.
The data repository is operable to store data files associated
with the company nodes, wherein the company nodes populate
15 respective associated data files with commercial information.
The communications controller is operable to (i) propagate
communication interfaces accessible by the constituency nodes
with selected portions of the commercial information under
direction of the company nodes, and (ii) gather feedback
20 information representative of constituency response to the
constituency nodes accessing the communication interfaces.